

Message Text

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AMEMBASSY ATHENS
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AMEMBASSY AMMAN
AMEMBASSY DAMASCUS
AMEMBASSY MUSCAT
AMEMBASSY JIDDA

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TAGS: EEWT
SUBJECT: MEED ARTICLE ON CAGNE

THE LONDON BASED WEEKLY, MIDDLE EAST ECONOMIC DIGEST,
APRIL 28, 1978 CARRIES ARTICLE DEPLORING THE DISPERSION
OF CAGNE INTO SMALLER UNITS WITHIN USDOC AND PRAISING
CAGNE'S ROLE IN BRINGING U.S. BUSINESS INTO THE NEAR-
EAST. "CAGNE", ACCORDING TO THE MEED ARTICLE, "WAS THE
ONLY GOVERNMENT AGENCY THAT GAVE NUTS AND BOLTS ASSIST-
ANCE".

THE REPORTED DISPERSION OF CAGNE INTO SMALLER UNITS,
AND ACCOMPANYING REDUCTIONS IN STAFF HAS AROUSED CONCERN
IN THE BUSINESS COMMUNITY HERE. THE EMBASSY TOOK PAINS
TO ADVERTISE CAGNE'S SERVICES IN MEED, IN THE MAGAZINE
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OF THE PRESTIGIOUS MIDDLE EASTERN ASSOCIATION, AND IN
REPEATED CONTACTS WITH BOTH BRITISH AND AMERICAN BUSI-
NESSMEN. CAGNE'S RAPID AND EFFECTIVE IDENTIFICATION OF
POTENTIAL U.S. SUPPLIERS HAS IMPRESSED LOCAL BUSINESS,
PARTICULARLY U.K. CONSULTING ENGINEERS, WHO ARE STRONGLY
ENTRENCHED IN MANY NEAR EASTERN COUNTRIES. ON NUMEROUS
OCCASIONS THEY HAVE SHOWN INTEREST IN CONTACTING U.S.

SUPPLIERS, AND WE HAVE BEEN ABLE TO ASSIST THEM THROUGH CAGNE. RIGHTLY OR WRONGLY THE BREAKUP OF CAGNE, IF TRUE, IS REGARDED IN THE SAME LIGHT AS OTHER MEASURES SUCH AS TAX AND BOYCOTT LEGISLATION WHICH TEND TO HANDICAP THE COMPETITIVE POSITION OF U.S. FIRMS.

THE ASSURANCE OF EFFECTIVE AND RAPID REACTION FROM CAGNE IN RESPONSE TO LOCAL REQUESTS HAS PROBABLY BROUGHT SUBSTANTIAL BUSINESS TO U.S. FIRMS THOUGH EXACTLY HOW MUCH IS, OF COURSE, HARD TO MEASURE. WE HOPE THAT CAGNE WILL CONTINUE TO FUNCTION AS EFFECTIVELY AS IT HAS IN THE PAST, AND WE WOULD WISH TO REASSURE THE BUSINESS COMMUNITY ACCORDINGLY.
STREATOR

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